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ALLIANCES IN ACTION

Farm to Fork Partnership

Strengthening the food supply to meet market demands



Gandhi Matineki, a farm manager at Tasty Bite, and Mr. Korde, a farmer's assistant, inspect the demonstration farm at Tasty Bite, a ready-to-eat food-processing center in Pune.

Photo: USAID

Development challenge: Although India is one of the world's major food producers, it accounts for only 1.7 percent of world trade in agriculture. The Indian food processing industry totals nine percent of GDP, but only two percent of India's vegetables are actually processed.

Business Challenge: Until two years ago, the tomatoes, eggplants, spinach, and onions grown on the two-hectare Tasty Bite farm in Pune, India, provided a reliable supply source for the manufacturing of ready-to-eat foods. However, as the company saw an 88 percent growth in sales over the past two years, farm productivity could no longer meet market demand. Procuring vegetables from local markets was not easy as farmers struggled to produce quality vegetables in the quantities needed, resulting in prices that reduced profit margins.

Approach: To help address market inefficiencies and to extend the availability of foods to markets, USAID partnered with businesses and farmers to improve the supply and processing of food in the "farm to fork" value chain. Tasty Bite joined USAID's Partnership for Innovation and Knowledge in Agriculture (PIKA) with the University of Wisconsin to create a system of production that directly involves small-scale farmers in the supply chain.

On their expanded 35-hectare "demonstration" farm, which features innovative water conservation methods and raised bed and intensive multi-cropping farm practices, Tasty Bite and scientists from the University of Wisconsin provided training to neighboring farmers on internationally accepted agricultural practices.

Both Tasty Bite and farmers benefit: the company found reliable suppliers for ready-to-eat foods and the farmers have a reliable market where they get a fair price for their produce.

Partners: University of Wisconsin and Tasty Bite